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# White Paper Klarity theme and plugins

# Introduction

*This white paper is a user manual about how to set up Klarity's platform on WordPress. The reader of this white paper is likely a software developer or product manager with knowledge about how to set up a Wordpress site.*

Corruption is one of the biggest threats to modern society. Every time a case goes unpunished, we lose trust in our political and economic systems, institutions, and leaders.

The key to change lies in numbers. While one voice is easily silenced, a collective demand for change is extremely powerful.

There is no shortage of people reporting corruption today or wanting to support investigations. The problem is, there's a lack of coordination. That's why we built Klarity.

Klarity empowers investigators and organizations to coordinate campaigns and call-to-actions that would otherwise be scattered across multiple media.

With Klarity, you can start petitions, run campaigns via email and WhatsApp, spread news, coordinate activity on social media, and organize protests.

Simply put, Klarity is a tool for maximizing citizen engagement and increasing pressure to the point where a corruption case is impossible to ignore.

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# Feature overview

Below is an overview of the features provided through the Klarity platform.

Feature	Tool
<b>Publish investigations</b> Klarity.org provides you with a stylised Wordpress configuration with integrations to Formsite and The Action Network and some custom plugins. You have full control over what you publish and your brand.	Wordpress, <a href="http://www.wordpress.com">www.wordpress.com</a>
<b>Create call-to-actions</b> The Action Network integration allows you to publish call-to-actions that you want the community to take in order to put pressure on institutions and organizations. You can create a wide range of actions and customize the fields of the action. For more information about the different actions, visit <a href="http://www.actionnetwork.org">www.actionnetwork.org</a>	Action Network embed, <a href="http://www.actionnetwork.org">www.actionnetwork.org</a>
<b>Contact form</b> The Formsite integration allows you to receive leads and comments anonymously from your followers and activists around corrupt activities that you might want to look into.  The questions you pose and the style of the form can be altered to fit your purpose. Formsite allows you to disable the users' IP addresses to be shown to you.	Formsite integration, <a href="https://www.formsite.com">https://www.formsite.com</a>
<b>Website traffic &amp; visitor analysis</b> <i>Google Analytics</i> allows you to analyze the traffic generated by your users.  <i>Hotjar</i> allows you to review user behavior on your site. You can see how far down a page your users	Google Analytics, <a href="http://analytics.google.com">analytics.google.com</a>  Hotjar, <a href="http://www.hotjar.com">www.hotjar.com</a>
<b>SEO optimization</b> Optimize your site to get more traffic from Google. For more information on Yoast and what it gives you, visit <a href="http://www.yoast.com">www.yoast.com</a>	Yoast, <a href="http://www.yoast.com">www.yoast.com</a>

## Prerequisites

The only prerequisite to start using Klarity is to have Wordpress installed. A 5-minute setup guide is available on Wordpress [here](#).

## Theme

The Klarity theme is a configurable theme based on the Materialize CSS framework. Some layout behaviours (block overrides) can be obtained by setting CSS classes in the Wordpress editor. See [Branding](#) for details about color choices.

## Page Structure

In the simplest terms, the website structure can be explained as follows:

Each case has its own page (parent page), and each case can, optionally, possess a set of **subcases** (child pages). Subcases usually contain information about a specific person involved in a case. This hierarchy between pages is needed when creating [case overview blocks](#).

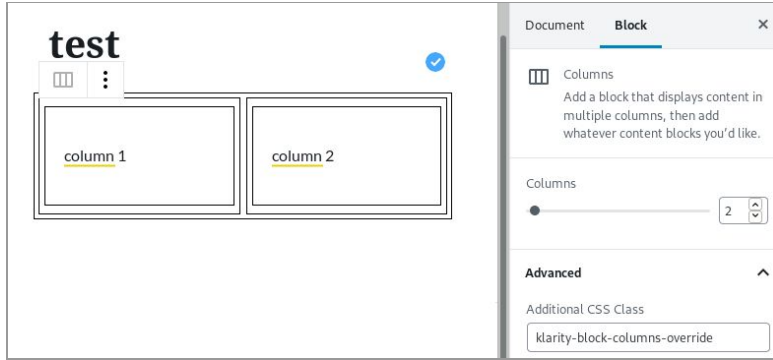
## Actions

Actions are key components of Klarity's platform. The action cards allow you to design Call-to-Actions to visitors of your site, see [action cards plugin](#).

## Block override - Columns override

Adding the CSS class `klarity-block-columns-override` on a 2-column columns block will have the following effects :

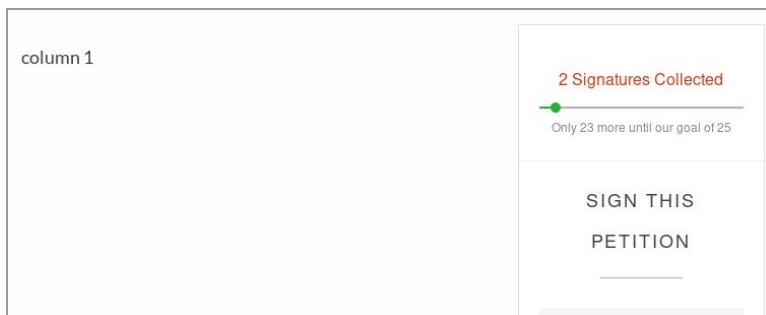
- The first column will be spread over  $\frac{2}{3}$  of the container's width, and the second with  $\frac{1}{3}$  of the width.



Page rendering:



- The height of any contained [vimeo-wrapper block](#) will be set to 240px.
- If an Action Network petition with the embed option **Full Layout** is embedded inside of one of the columns, its title, description and some other fields will be hidden.



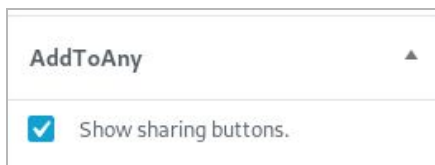
## Plugins

The Klarity theme comes with 13 Community plugins and 10 Custom plugins for your disposal.

### Community plugins

The following community plugins are used to create pages and posts using the theme. Some of them are required or recommended to be installed so that Wordpress works properly with the theme.

1. **Required - WP-SCSS**: allows to generate CSS assets based on the theme's custom colors.
2. **Recommended - Akismet Anti-Spam**: protect the blog pages from spam
3. **Recommended - Breadcrumb NavXT**: adds a breadcrumb navigation showing the visitor's path to their current location
4. **Recommended - Coming Soon Page & Maintenance Mode by SeedProd**: used to set the website as "In maintenance mode" or "Coming soon"
5. **Recommended - Easy Forms for MailChimp**: allows to build forms for MailChimp lists
6. **Recommended - PNG to JPG**: Converts PNG images to JPG automatically.
7. **Recommended - Safe SVG**: Allows SVG uploads into WordPress and sanitizes the SVG before saving it.
8. **Recommended - AddToAny Share Buttons**: adds social "share" buttons at the end of pages. Untick the "Show sharing buttons" in the "Document" tab of the right panel in the editor to hide them for a specific page. It can also be set in the custom fields of the corresponding page using the name `sharing_disabled` and the value `1`. It will lead to the same result.



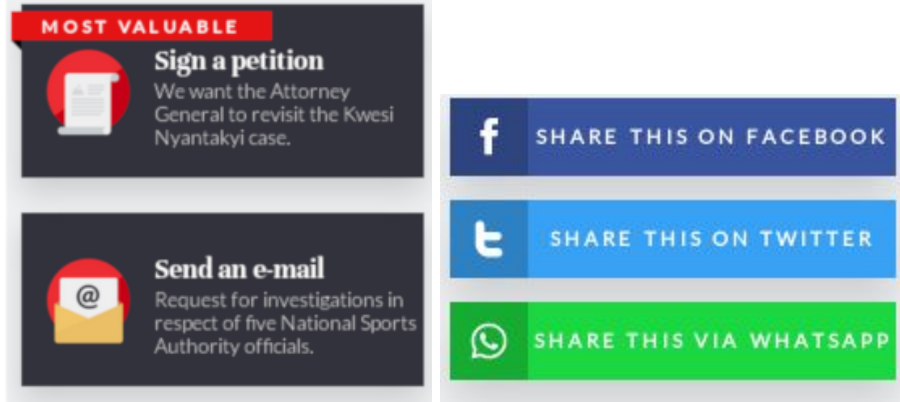
9. **Duplicate Post**: Clone posts and pages.
10. **Google Analytics Dashboard for WP**: Google Analytics Reports and Real-Time Statistics
11. **Hotjar**: Integration of the Hotjar analytics
12. **WP Extra File Types**: Extends the list of allowed file types supported by Wordpress.
13. **Yoast SEO**: SEO helper, mostly used for Facebook and Twitter sharing.

## Custom plugins

### 1. Action block

This plugin is made out of these blocks:

- One container block called “Action list”, which is the one that can be inserted as a block anywhere on a page.
- “Action block”. Clicking on an action block card opens the action’s link in a new tab.
- “Social action block”. Clicking on each of the labels opens a sharing page in a new tab.



### Editor options

The “Action list” block doesn’t have any option. The “Action block” has the following options:

- **Mark as most valuable:** Indicates if a “Most valuable” banner should be shown.
- **Action type:** Allows to change the icon of the action that is shown on the left side of the card. When changing the action type in the editor, the title and description will be set to the default texts for this action type.
- **Action link:** Sets the link to open when a visitor clicks on the card.
- **Title:** The title that will be shown in the top right part of the card.
- **Description:** The description that will be shown in the center right part of the card.





## 2. Message action block

This plugin allows a visitor to send a message (by e-mail or by WhatsApp) to a configured list of persons. It also gives the visitor the option to copy the text message to their clipboard.

### *Editor options*

- **Email subject:** When sending the message by e-mail, this text will be the subject of the e-mail.
- **Message Introduction:** This is the introduction text that will be put at the beginning of the e-mail or the WhatsApp message.
- **Arguments:** The list of arguments that the visitor will be able to choose from.
- **Closing:** The conclusion text that will be put at the end of the e-mail or the WhatsApp message.
- **Receivers:** The list of receivers that the message will be sent to. The phone number will be used for WhatsApp messages and the mail address will be used for e-mails.

## 3. Read more block

Shows a regular text block but with a part of the text only displayed after the user clicks on “Show more”.

### *Editor options*

- **Text alignment:** Specifies how the text will be aligned on the page.
- **Always-visible text:** The top part of the text that will always be visible.
- **Hidden text:** The bottom part of the text that will only be visible after the visitor clicks on “Show more”.

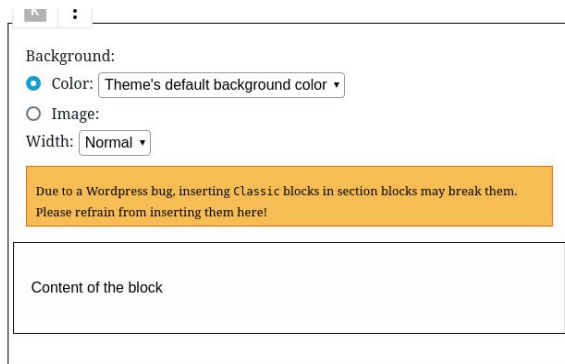
The image shows the editor interface for the Read more block on the left and its rendered output on the right. The editor interface includes a 'Text alignment' dropdown menu set to 'left', a text input field for 'This text will always be visible' containing 'First part', another text input field for 'This will be hidden behind the read more section' containing 'Second part', and a 'Show more preview' button. The rendered output shows the text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam non varius lorem. Suspendisse quis eros ex. Donec ut nunc hendrerit, convallis justo id, varius nunc. Aenean non sem ac purus feugiat eleifend. Sed porta quam vel dictum ornare. Curabitur porttitor purus sit amet diam pellentesque volutpat. Suspendisse rhoncus malesuada ullamcorper. Suspendisse nec nisl eros. Nullam elementum purus risus, sed blandit lectus laoreet nec. Mauris nec tellus tincidunt nulla bibendum luctus id in est.' followed by a 'Show more' button.

## 4. Section block

Wraps text or other content in a space-padded section with an optional background.

### *Editor options*

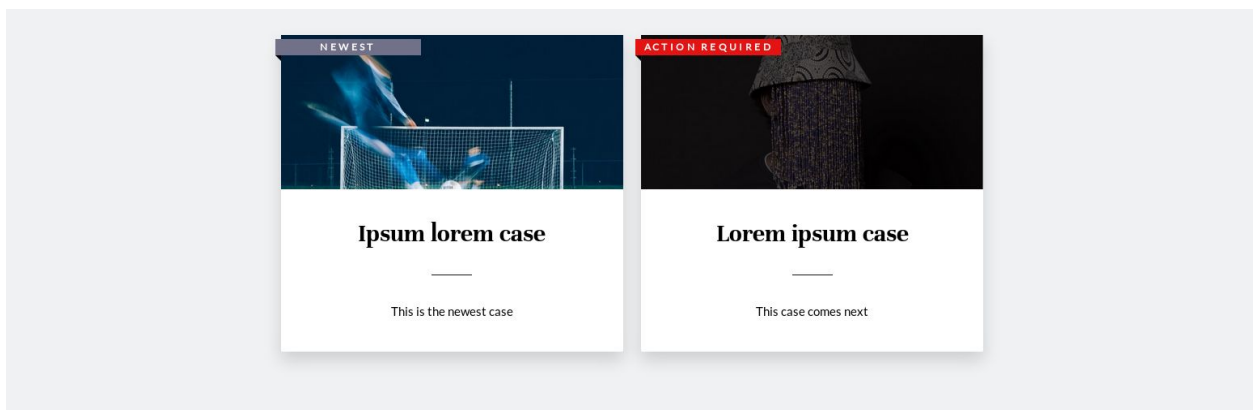
- **Background color:** Specifies the color of the section's background. By default, the background is transparent.



The screenshot shows the 'Background' settings for a section block. It includes a radio button for 'Color' (selected) with a dropdown menu showing 'Theme's default background color', and a radio button for 'Image'. Below these is a 'Width' dropdown set to 'Normal'. A yellow warning box states: 'Due to a Wordpress bug, inserting Classic blocks in section blocks may break them. Please refrain from inserting them here!'. At the bottom is a text area labeled 'Content of the block'.

## 5. Cases overview block

Displays a list of cases or sub-cases as clickable cards, depending on the configured hierarchy and page order.



Hierarchy of pages matters:

- Child pages of a page are called **cases**. When using a case overview block, information about each of the cases will be shown as cards on this page.
- Child pages of a case page, however, are called **sub-cases**. When using a case overview block, information about each of the sub-cases of the current case will be shown as cards on this case page.

Hierarchy and order of pages can be changed the following way:

- The “parent” page of cases or sub-cases can be changed by modifying the “Parent page” field in the “Document” section of the edit page.

The screenshot shows a dialog box titled "Page Attributes" with a close button (upward arrow) in the top right corner. Below the title, there is a label "Parent Page:" followed by a dropdown menu. The dropdown menu is currently open and shows the selected option "Corruption in healthcare".

- The order in which a card is displayed in a case overview block depends on the “Order” value of the corresponding page. This can be changed by modifying the “Order” field in the “Document” section of the edit page.

The screenshot shows a dialog box titled "Page Attributes" with a close button (upward arrow) in the top right corner. Below the title, there is a label "Order" followed by a text input field containing the number "0" and a small spinner control with up and down arrows.

### Editor options

- **Layout:** Indicates if the cards should be shown as “case” cards or “sub-case” cards. This will lead to different layouts on the page.
- **Unresolved cases:** If checked, the ongoing cases (the ones that have an `ongoing` status) will be displayed.
- **Resolved cases:** If checked, the resolved cases (the ones that have a `resolved` status) will be displayed.
- The **headline** of each card can be set in the custom fields of the corresponding case or sub-case using the name `headline` and a custom value.

The screenshot shows a dialog box titled "Custom Fields" with a close button (upward arrow) in the top right corner. Below the title, there is a table with two columns: "Name" and "Value". The table contains one row with the value "headline" in the "Name" column and "1st assistant" in the "Value" column. Below the table, there are two buttons: "Delete" and "Update".

Name	Value
headline	1st assistant

- The **short description** of the card can be set in the custom fields of the corresponding case or sub-case using the name `short_description` and a custom value.

The screenshot shows a 'Custom Fields' window with a table-like structure. The table has two columns: 'Name' and 'Value'. The 'Name' column contains the text 'short\_description'. The 'Value' column contains the text 'Penalty: Exonerated'. Below the 'Name' input field, there are two buttons: 'Delete' and 'Update'.

- The **case status** of the card can be set in the custom field `case_status` for each case or sub-case that is wanted to be displayed :
  - If the value `ongoing` is set, the case will be considered as unresolved.
  - If the value `resolved` is set, the case will be considered as resolved.

The screenshot shows a 'Custom Fields' window with a table-like structure. The table has two columns: 'Name' and 'Value'. The 'Name' column contains the text 'case\_status'. The 'Value' column contains the text 'ongoing'. Below the 'Name' input field, there are two buttons: 'Delete' and 'Update'.

- The **case label** of the card (shown as a banner on the top left corner of the card) can be set in the custom fields of the corresponding case or sub-case using the name `case_label` and a custom value. Only the first 18 characters will be displayed. The **color** of the background can be set using the name `case_label_color` and the value `red` or `grey`.

The screenshot shows a 'Custom Fields' window with a table-like structure. The table has two columns: 'Name' and 'Value'. The first row has 'Name' as 'case\_label' and 'Value' as 'Newest case'. The second row has 'Name' as 'case\_label\_color' and 'Value' as 'red'. Each row has 'Delete' and 'Update' buttons below the 'Name' input field.


## 6. Vimeo wrapper block

Shows an embedded Vimeo video.

### *Editor options*

- **Vimeo link:** The URL of the Vimeo video.

- **Image thumbnail:** The featured image to show before the video is played.
- **Full-width:** If checked, the video will take the entirety of the page width.



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## 7. Progress bar block

Shows a progress bar with percentage slider.

### *Editor options*

- **Progress:** Percentage of completion.
- **Progress color:** Color of the percentage text and the “completed” part of the progress bar in hex color. Defaults to light green.
- **Background color:** Color of the background of the progress bar. Defaults to light grey.

Progress:

Progress color:

Background color:



## 8. Question answer block

Shows a question and by clicking the question the answer is shown.

### Editor options

- **Question:** Write a question
- **Answer:** Write the answer to the question that you'd like to display.

The image shows two parts of the Question Answer block. On the left is the editor view, which has a 'Question section' containing a text box with the question: 'Q: I only see two cases on the page. will there be other cases covered as well?'. Below it is an 'Answer section' with a text box containing the answer: 'Yes, the platform will cover corruption in all sectors of society that matter to citizens. As an audience-led platform, some of the cases covered will come from users like you.' On the right is the preview view, showing the question and answer as they would appear on the page. The question is 'Q: I only see two cases on the page. will there be other cases covered as well?' with an upward arrow icon. The answer is 'Yes, the platform will cover corruption in all sectors of society that matter to citizens. As an audience-led platform, some of the cases covered will come from users like you.' Below the answer is another question: 'Q: I have experienced corruption first hand. What do I do?' with a downward arrow icon.

## 9. Latest posts block

Shows the most recently created blog posts.

### Editor options

- **Number of posts:** The amount of blog post summaries to display.

The image shows the 'Latest posts' block. It has a title 'Latest posts' in a large, bold font. Below the title are two post summaries. The first summary has a thumbnail image of a forest path, the text 'Created 26 February 2019 - admin', the title 'Another interesting post', a short paragraph of placeholder text, and a 'Read more' link. The second summary has a thumbnail image of a lake, the text 'Created 18 February 2019 - admin', the title 'Hello world!', a short paragraph of placeholder text, and a 'Read more' link.

## 10. Remove comments ip

Removes the storage of the comment authors' IP.

# Branding

The package you will be downloading and setting up is free for use and you are free to edit it in any way that you see fit.

You are allowed to change colors, fonts and the overall look of the Klarity theme as much as you need to, or have the knowledge to do.

Some general rules you might want to follow:

## Colors

If you already have a brand book, follow the rules sent in the brand book by your designer.

Alternatively, start by choosing a **base color**. This will be a color you will use for the majority of your content and elements on the page. Then, choose the **accent color**. You will use this color sparingly, and only to draw attention to the important elements and actions on the page, such as Call-to-Actions (buttons).

The base colors in the Klarity theme are #0F0F0F and #32323C, while the accent color is #E41414.



By using the accent color very sparingly you are ensuring it will direct the attention of the website visitor to things that are very important. By following this rule you can subtly usher your website visitors toward information you want them to pay extra attention to, or toward actions you want them to take.

Make sure you are not using too many colors, as this will distract from the content and your message and might cause your website visitors to experience readability issues. If you need help deciding which colors go well together, please refer to the color wheel theory. A good tool to use is [Adobe Color CC](#).

## Fonts

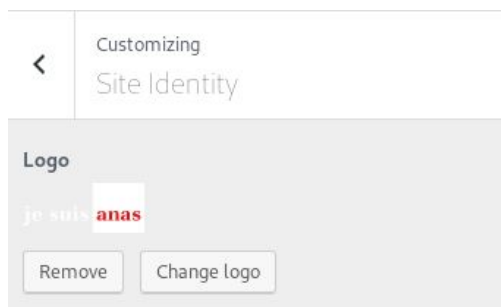
The default font pairing used in the Klarity theme are Unna and Lato.

If you would like to change the fonts used on your website but do not have a designer on your team, we advise that you look at [FontPair](#). It is a website that helps you find Google fonts that go well together. Google Fonts is the largest, most accessible typography site on the web and the fonts you find there are free for use. You can use them in any non-commercial or commercial project.

## Logo and Favicon

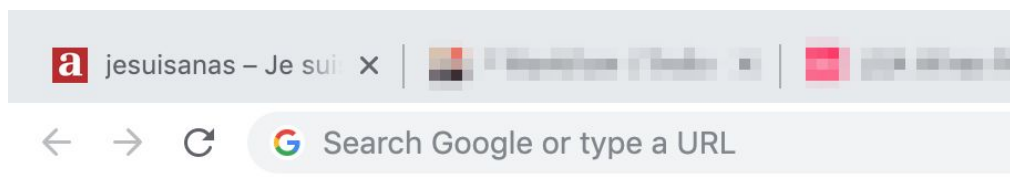
The website's logo is visible in the header of the website's pages.

In order to change the website's logo, go the [Customizer page](#), then select the sub-menu "Site identity" and click on "Change logo".



We advise that the logo has a ratio between 2:1 and 3:1 and preferably has the SVG format (alternatively, the PNG format may be used).

A favicon is a small icon displayed next to your website's name in the search bar of the browser you are using. It is usually a simplified version of your logo. Keep in mind that the size ratio needs to be a square to work on Wordpress.





## Other tips and tricks

### Remove IP address from Formsite

To remove the ip address of users who submits a form via Formsite, go to Form Settings -> General -> Security page and check "Anonymous submissions" and save the page.

### Open links in "new tab"

If you would like the hyperlinks in your bread texts to open in a new tab, hover over the link and press the three-dots-button and check the Open in New Tab option.

### Troubleshooting page sharing on Facebook and Twitter

When sharing a page through Facebook or Twitter, it can happen that the image and the description shown don't match those specified in Wordpress. If that is the case follow the instructions below.

- For Facebook, go on [this page](#) and enter the URL of the page that you want to check. It will show the information that Facebook has retrieved about the page (thumbnail, title, description). If the information is correct but outdated, click on "Scrape again" to force Facebook to fetch the information again from the page.
- For Twitter, go on [this page](#) and enter the URL of the page that you want to check. It will show the information that Twitter has retrieved about the page (thumbnail, title, description).

### Using a CDN

For both security and performance reasons, we recommend the use of a CDN, which will lower the possibilities of the website's unavailability. In particular, Cloudflare has several data centers in central Africa and can be easily configured on Wordpress, learn more about it [here](#).